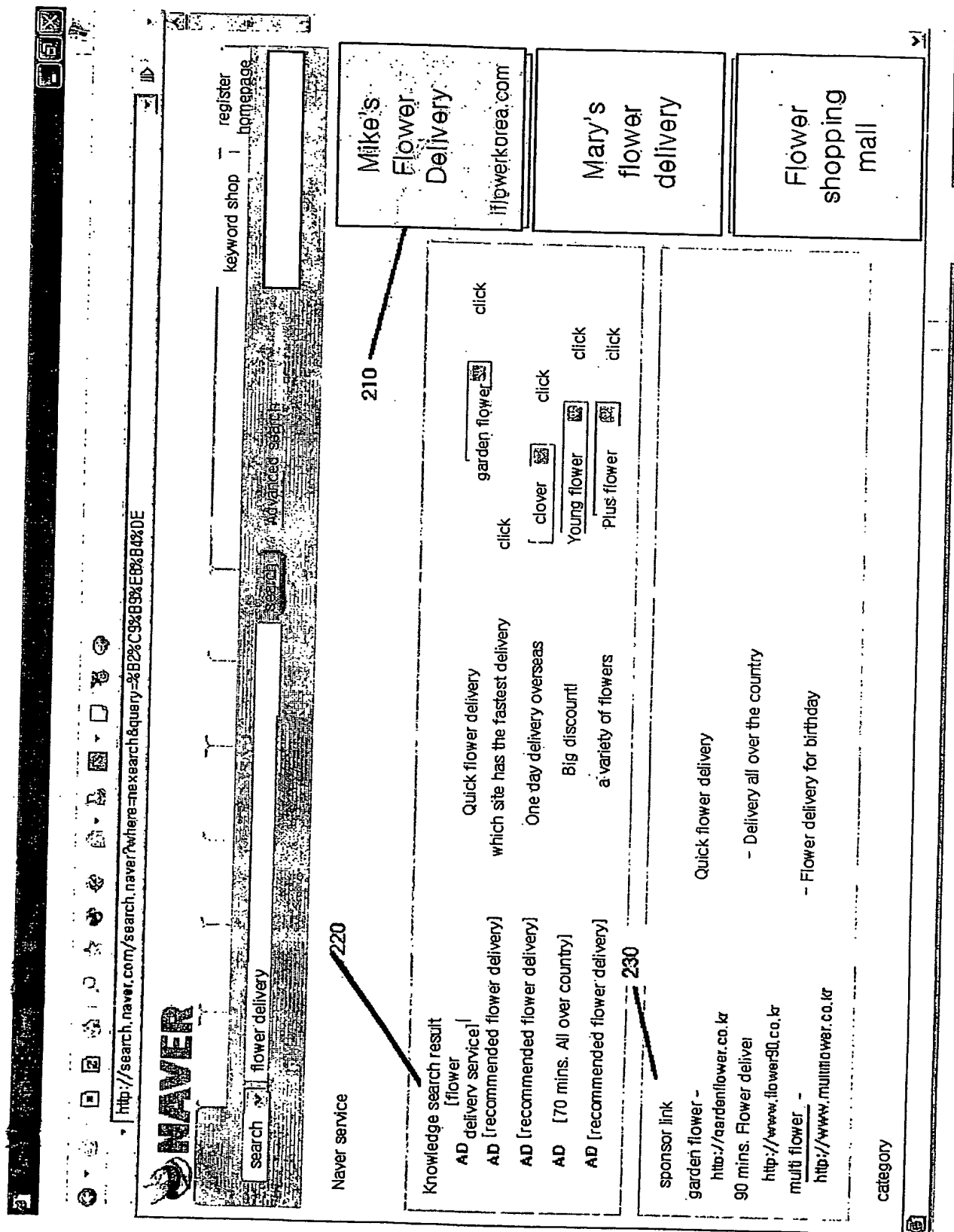


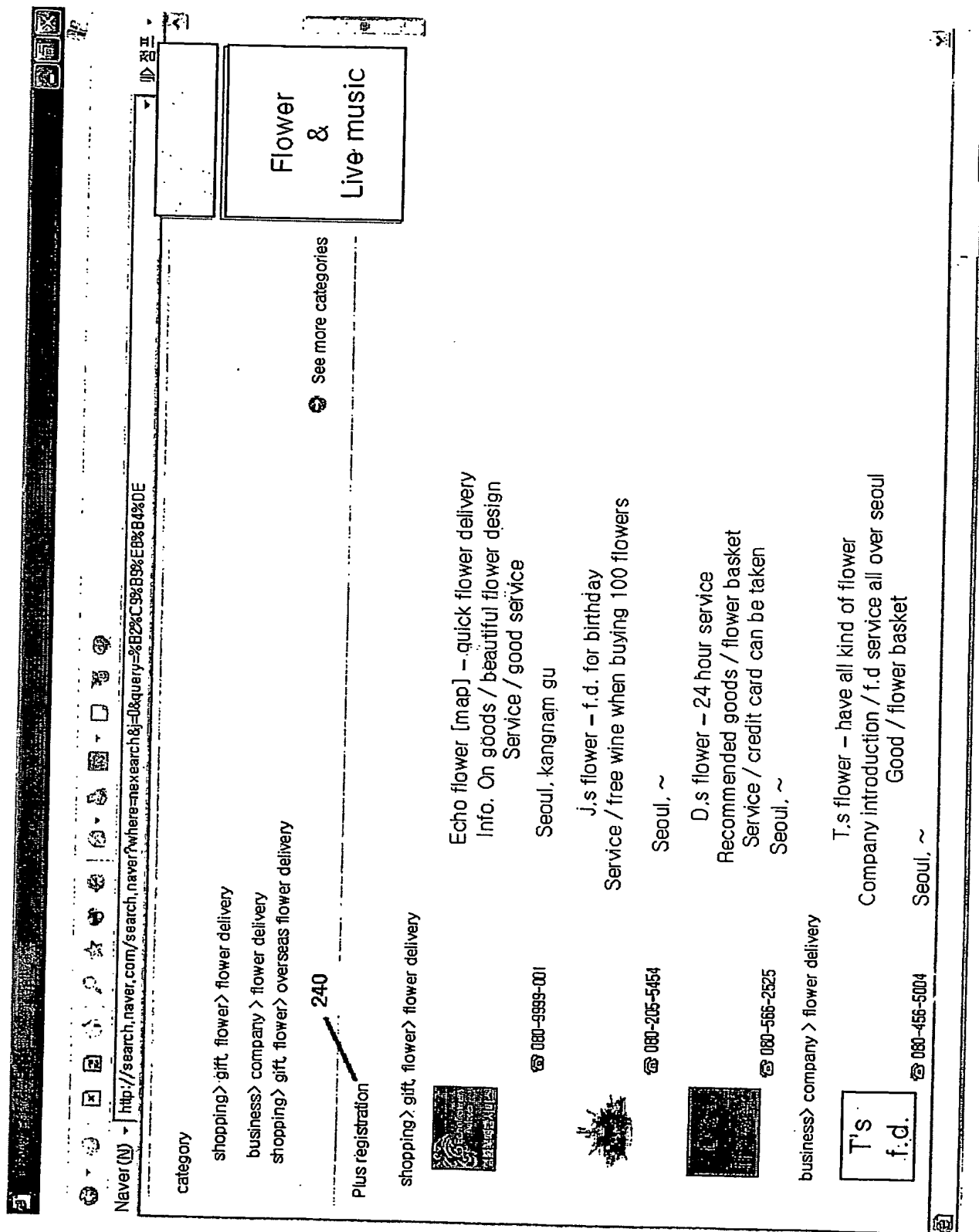
1/15

FIG. 1a



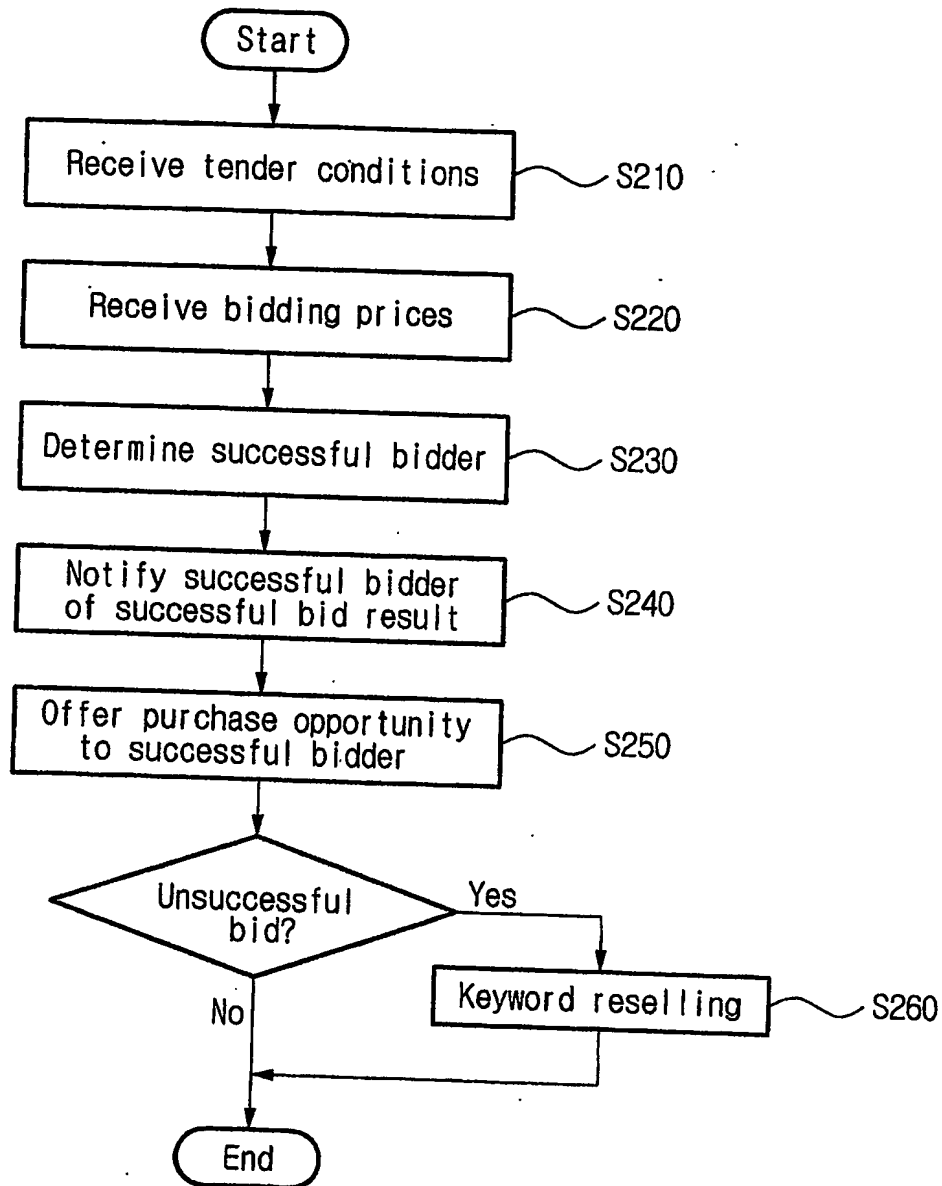
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FIG. 1b



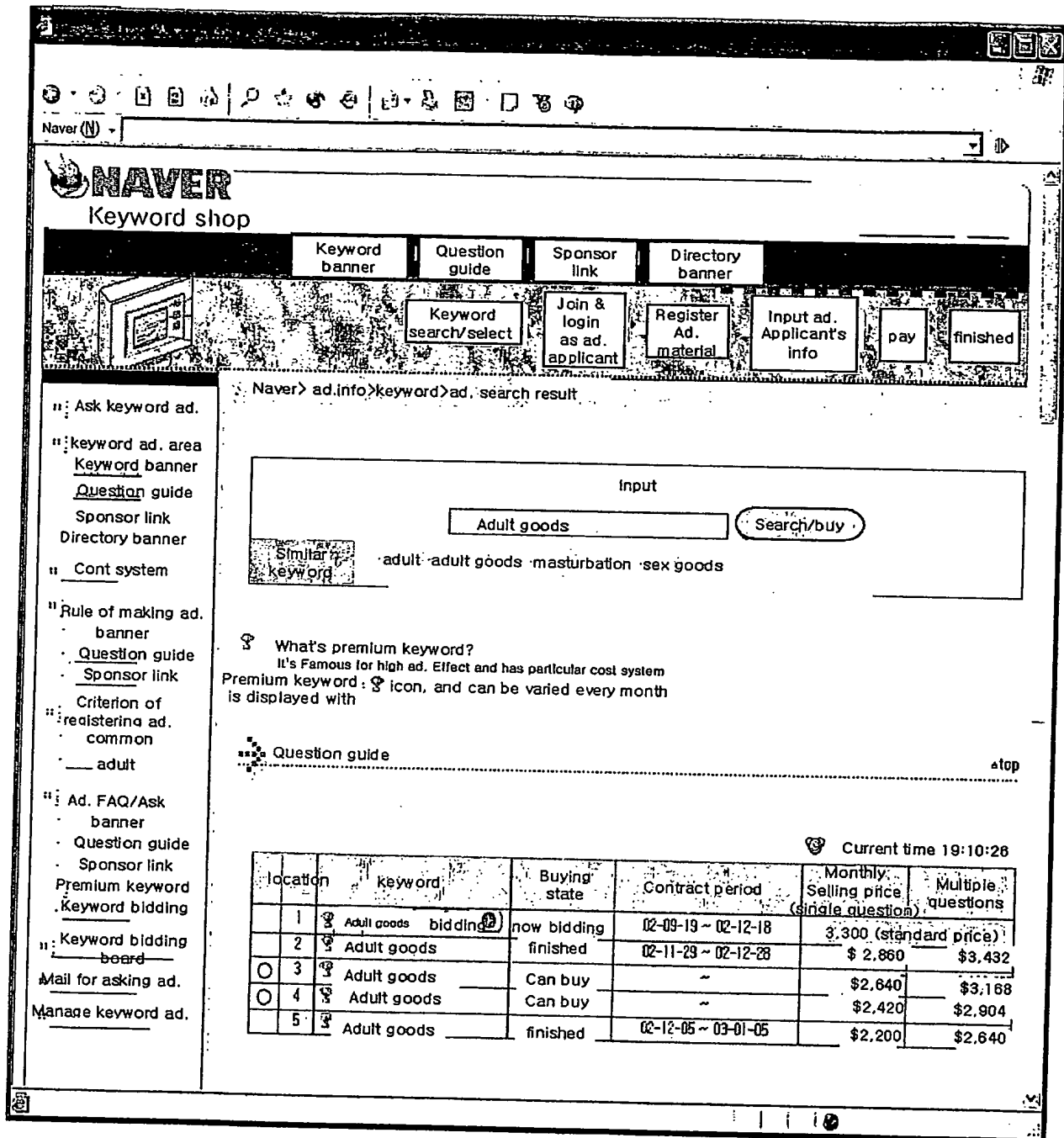
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FIG. 2



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FIG. 3



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FIG. 4

NAVER
Keyword shop

Keyword banner Question guide Sponsor link Directory banner

Naver > ad.info > keyword shop > bidding

Before bidding

- Beginning bidding price follow cost system of common keyword.
- To prevent a plurality of bidding prices with the same price, bidding prices in the unit of / Won (in Korean monetary unit).
- last 3 digits in the bidding price cannot be '000'.
- Ex) 123,000(X) 123,456(O)
- A provider proposing the highest bidding price is determined as a successful bidder. If a plurality of same bidding prices are present, it is determined based on a first-come first-served system.
- bidding price is for monthly contract, and VAT is not included.

Keyword : adult Ad. Goods : question guide No.1 Current time: 2002-12-12 19:21:43

Bidding info.		Keyword info.	
bidding #1	KS20021212036	# of view last month	37,697 #
finished	2002-12-13 20:00:00	Beginning bidding price	\$3,300
Time remaining	00 hour 38 min.		
# of person	1 person		

e-mail : od. _a@n _et

bidding price : 3,300 \$ (monthly)

tender previous page

Process of bidding

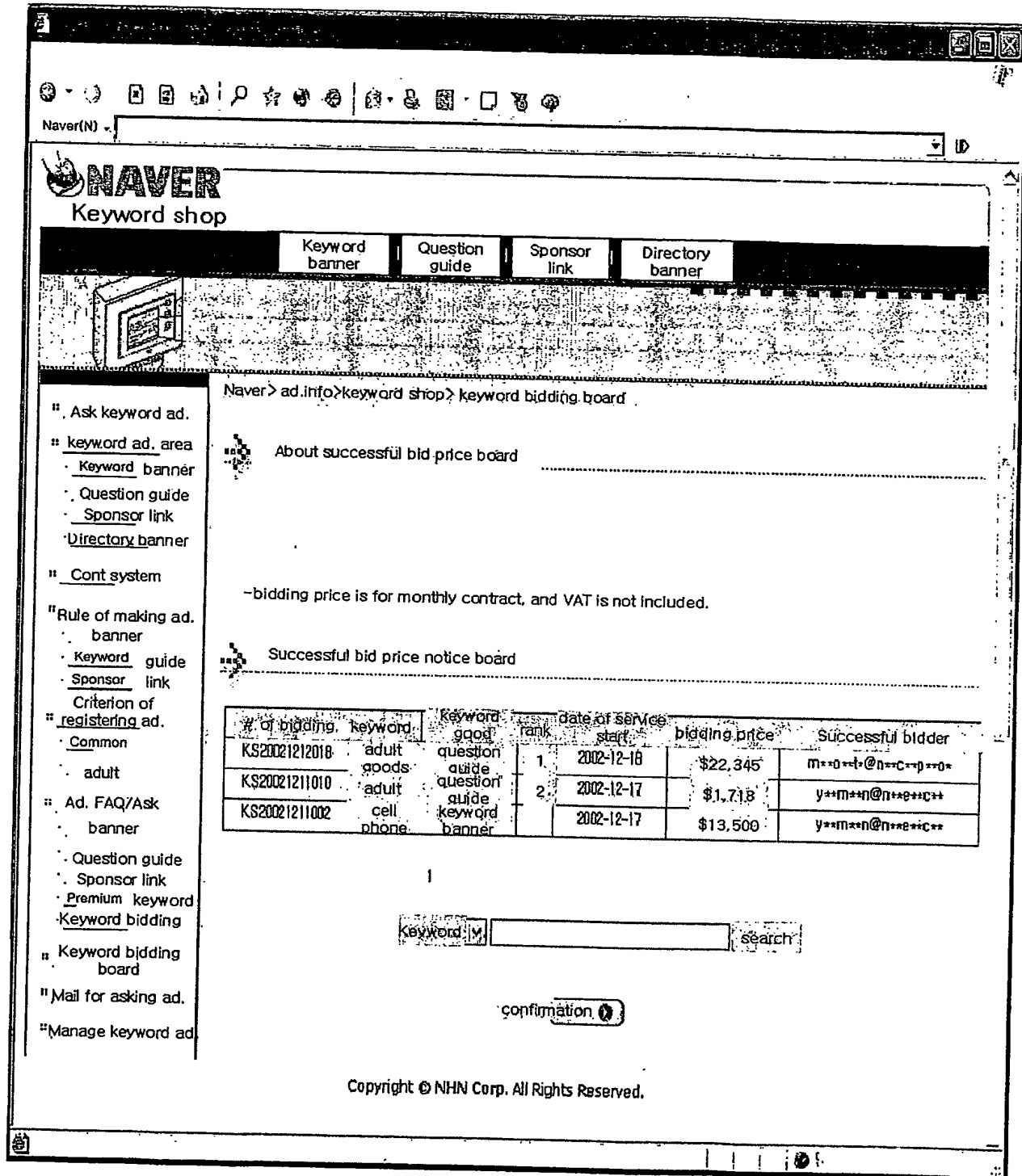
Confirm successful bid → Input bid info → pay → Display ad

-Need help about premium keyword? Info. On premium keyword

-Need help about process of bidding? Info. On keyword bidding

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FIG. 5



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FIG. 6

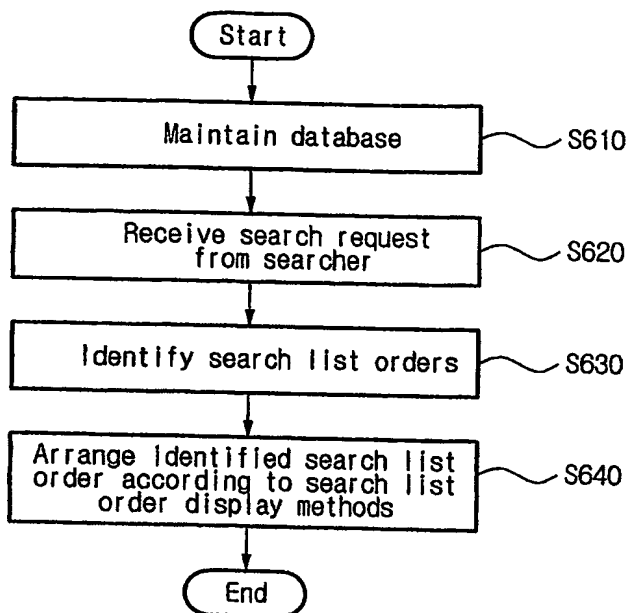
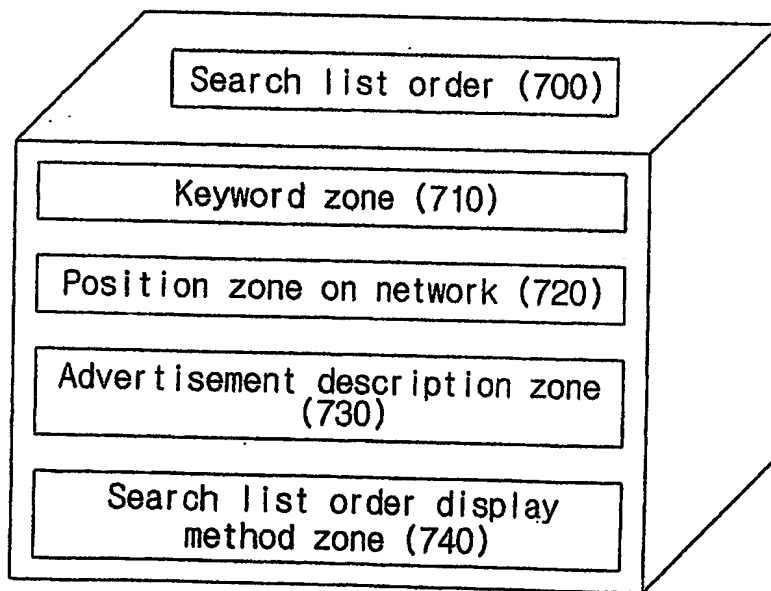


FIG. 7



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FIG. 8

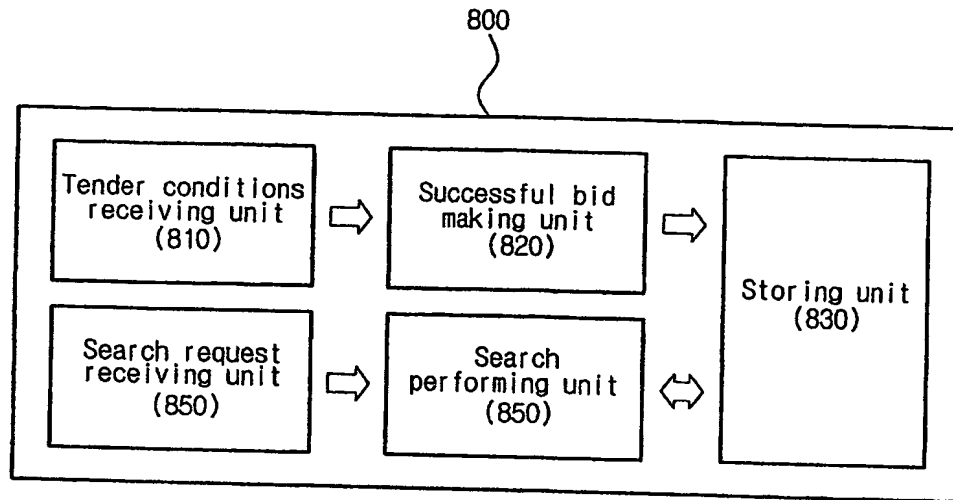
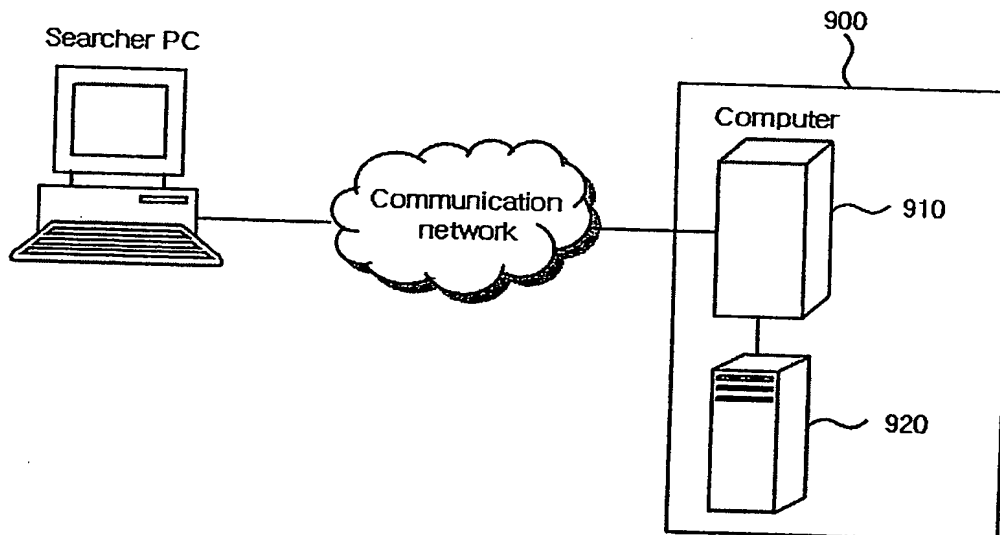


FIG. 9



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FIG. 10a

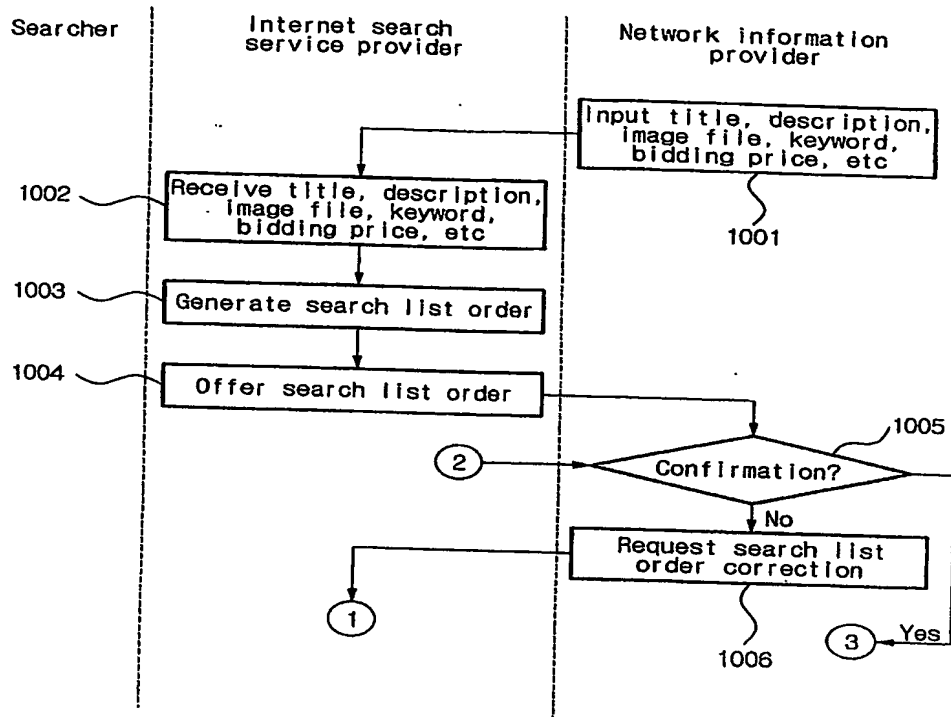
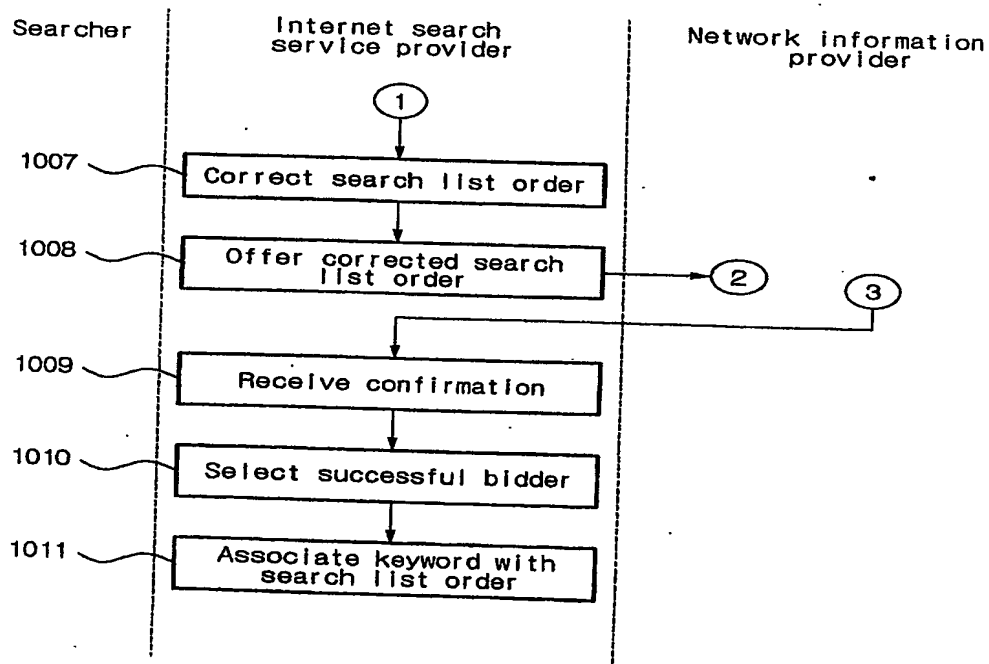


FIG. 10b



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FIG. 10c

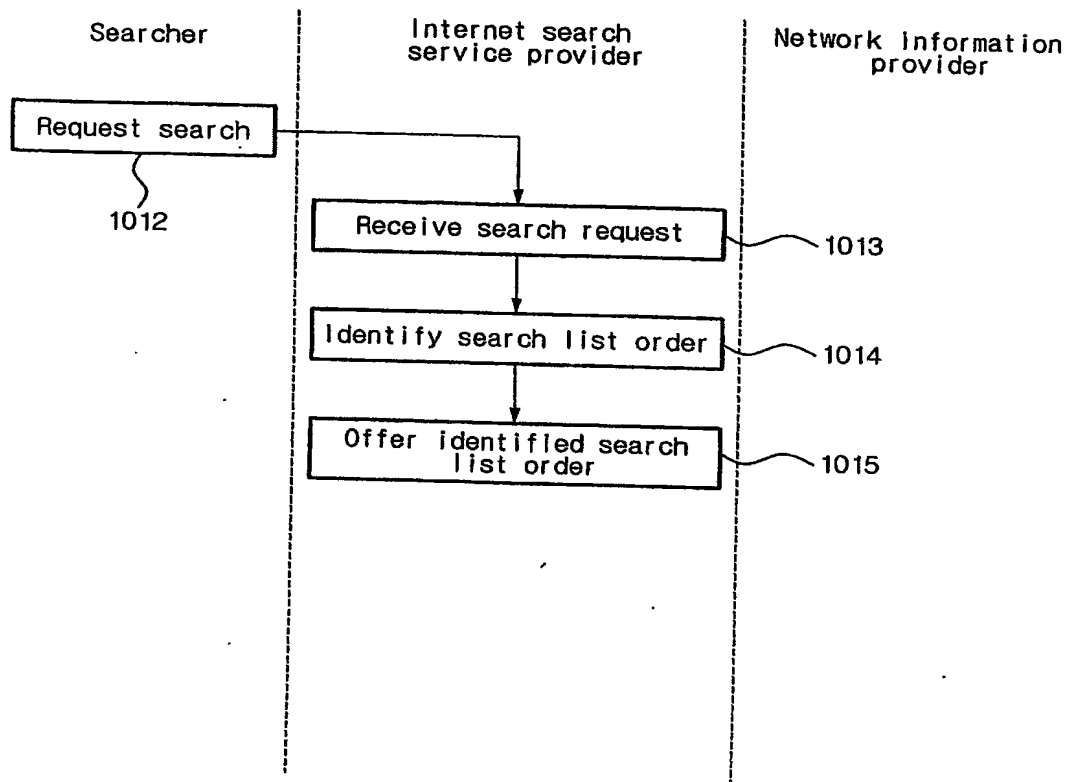


FIG. 11



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FIG. 12

NAVER
Keyword shop

Keyword banner Question guide Sponsor link plus pro Directory banner

Naver > Ad. Information > Keyword shop > Register Ad. material

Ask keyword ad. Register Ad. material stop

keyword ad. area
 Keyword banner
 Question guide
 Sponsor link
 Plus Pro

Example of Plus Pro

Image Home page title About Home page

Lucky Puzzle Special mileage service

Special feature: always providing service!
 Service/ we offer lucky goods whenever you play game

02-1234-5678, Kangnam-gu, Seoul

Additional Info.
 Contact Info.
 Address

Keyword selected Mariah Carey (No. 1)

Home page title 0 character

About Home page

Link URL http://www.naver.com

Additional info.

Image find

Contact info.

Address zip code

test ID test ID

password password

Combo box contents

Company info.
 Item info
 Recommended Items
 Menu

1201
1202
1203
1204
1205
1206
1207
1208

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FIG. 13

NAVER


Keyword shop

Keyword banner | Question guide | Sponsor link | Plus pro | Directory banner

Naver > Ad. Info. > Key word shop > Result of Ad. registration

Result of Ad. Registration (Plus Pro) ▲(0)

Finish shopping in 30 min. after putting key word in shopping basket.

Key word selected	Puzzle (No. 1)
	lucky puzzle Special mileage service Special feature: always providing service! Service/ we offer lucky goods whenever you play games ☎ 02-1234-5678 Kangnam Gu Seoul

1301

Registration Correction

1302 1303

Cont system

■ Rule of making ad. banner

Question guide

Sponsor link

Plus Pro

Criterion of registering ad. common

adult

■ Ad. FAQ/Ask banner

Question guide

Sponsor link

Plus Pro

Premium keyword

Keyword bidding

Keyword bidding board

Mail for asking ad.

Manage keyword ad.

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FIG. 14

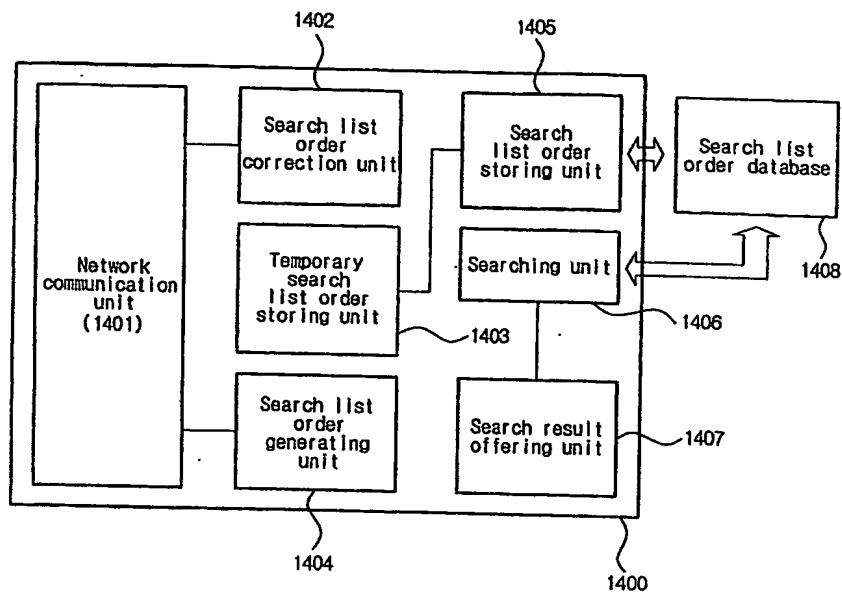
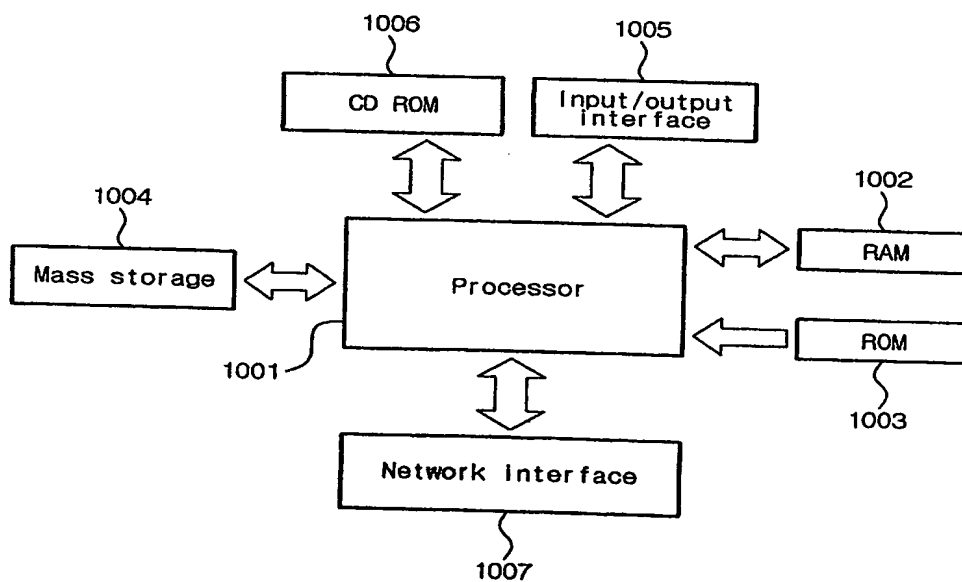


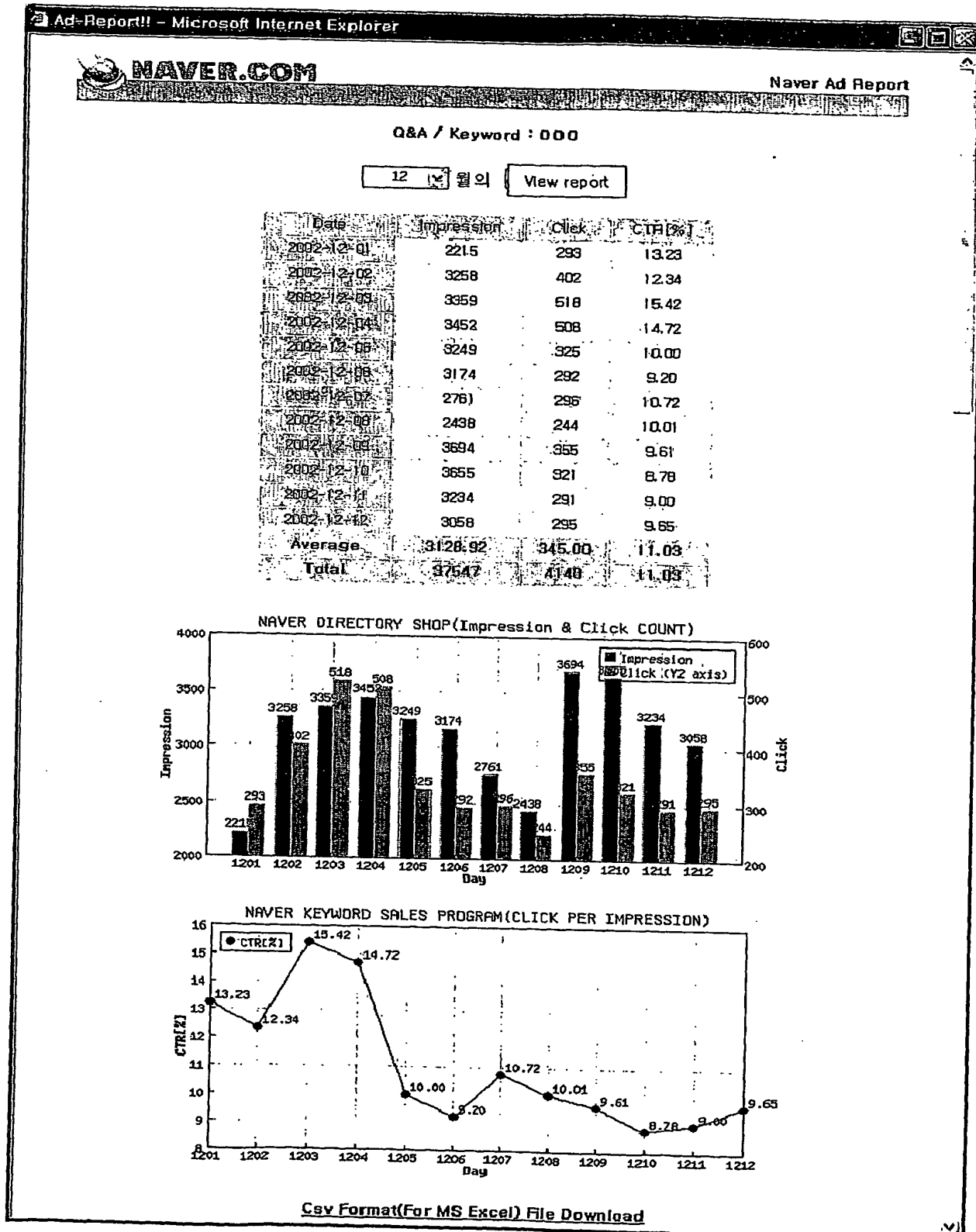
FIG. 15



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FIG. 16



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